

# ON DEMAND BROADCAST INFORMATION DISTRIBUTION SYSTEM AND METHOD

## Abstract

Current radio broadcast stations have limited geographic coverage. We provide system and method to access real-time world broadcast radio transmission. The system is capable of creating a simplex conference bridge with the desired destination radio station either upon demand by the subscriber or auto scheduled by the system as programmed by the subscriber. The concept is expanded to retrieve commercial promotional multimedia clips of advertisers either upon demand by the subscriber or as if pre-initialized by the subscriber, the system sends alert when such promotion occurs. We find good use of these features during free allocated time by carrier access operators.